

**APPROVED  
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)  
MEETING MINUTES  
CITY OF FORT LAUDERDALE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
WEDNESDAY JANUARY 13, 2016 – 3:45P.M.**

<b>Board Members</b>		<b>Attendance – January thru December</b>	
		<b>Present</b>	<b>Absent</b>
Jason Crush, Chair	P	1	0
Cary Goldberg, Vice Chair	P	1	0
Nikki Austin	P	1	0
Gary Farmer	P	1	0
Kit Denison	P	1	0
Jason Hughes	P	1	0
Cort Neimark	P	1	0
Keith Costello	P	1	0
Ken Keechl	P	1	0
Steven Buckingham	P	1	0
Pj Espinol	P	1	0

At this time, there are 11 appointed members to the Board, which means 6 would constitute a quorum.

**Staff**

Mike Chen, City Liaison, Economic & Business Development Manager  
Mona Laventure, Prototype, Inc.

**Presenters and Guests**

Courtney Crush – Galleria Live  
Ashley Walker – Galleria Live

**I. Call to Order & Determination of Quorum**

Vice Chair Cary Goldberg called the meeting to order at 3:51 p.m. Roll was called and a quorum was present.

**II. Approval of December 9, 2015 Minutes**

**Motion** made by Ms. Espinal, seconded by Mr. Keechl, to approve the minutes of December 9, 2015, meeting. In a voice vote, the motion passed unanimously.

**III. Staff Updates**

- **Director Jenni Morejon (tentative) – update on staffing progress**

It was noted that Ms. Morejon could not attend due to a scheduling conflict.

- **Retails Strategies engagement/kick-off**

Mr. Chen reported in lieu of Ms. Torres. He reported the contract was finalized. There was a kick-off conference call with the Retail Strategies team, and they will be starting their scope of work.

Mr. Chen continued that he and Chair Crush discussed strategies for creating a more formal agenda that will include regular presentations from economic development partner agencies and economic interests in the community.

#### **V. New Business** (taken out of order)

Vice Chair Goldberg wondered if the Broward County Linkage Fee meant that any non-residential development will get charged a set fee per square foot that would go toward affordable housing program. Chair Crush stated the matter was sent to the Affordable Housing Advisory Board (as well as to the City Attorney) for review. He said it would happen, but he did not know at what level. Chair Crush wondered if there was a way they could keep the fees from Fort Lauderdale in Fort Lauderdale. Ms. Espinol advised that kind of information can be obtained.

Mr. Buckingham understood there are other cities that have the fee, and he suggested they look into what has happened as a result in those cities. He said there is a lot of discussion about it in Boston.

Chair Crush asked that Mr. Chen determine who in the City will be the designated “expert” on the item.

Mr. Buckingham mentioned that a recent survey in the City showed that many believe there is not enough affordable housing in the City.

Several members expressed the desire to hear both sides of the matter, particularly what experiences other cities that have the fee have had with it.

#### **IV. Project Presentation: Live Galleria**

Chair Crush recused himself from voting on the matter due to a conflict of interest.

Courtney Crush, Land Use Attorney, stated she is working on the redevelopment proposal for the Galleria Mall. She introduced Ashley Walker, who also works on the project, helping with community outreach. Ms. Crush explained her reasons for wanting to present to the Board: the Mall is a huge economic generator for the City, and she wanted the Board to have the opportunity to ask questions.

Highlights of Ms. Crush's PowerPoint presentation were as follows:

- Wanted to transform older 1 million square foot shopping mall with 9 acres of parking lot
- Amount of square footage required by retailers has decreased
- Will be some hotel rooms
- Redevelop acreage to residences
  - Some rental, (some 55 and older), and some for-sale condominiums
  - 55 and older units are not social service facilities and will be amenity-friendly
- Build a 1.25 mile loop linear park about 26 to 40 feet wide surrounding the mall
  - Will have wide sidewalks and shade trees
  - Will contain path, fitness stations, dog park
- Facelift for the mall (except for Neiman Marcus)
  - Enhanced architecture for ground-floor stores
- Pocket parks will be privately owned and provide outdoor dining, yoga classes, etc.
- Modified entrance to the mall
  - Remove office building, add restaurants
- Rooftop enhancements might include exercise area, community garden
- Integration of public art into the outdoor areas
- Architecture looks mid-Century modern
- Parking garages will be wrapped in residential
  - Mall visitors will park on the first floor
- Phasing:
  - Phase 1 = Committed to streetscape improvements on 26 Avenue and Sunrise Boulevard, along with Live One and two restaurants
    - 26 Avenue, 9 Street, and Middle River are not at appropriate elevation; drainage system of the mall is antiquated; will redo all roads to appropriate elevation with drainage systems
  - Phase 2 – Two senior buildings and completion of Bayview (24 months)
- National leasing efforts already improving at the mall

Ms. Austin mentioned similar developments around the country, and Ms. Crush said some are more successful than others.

Ms. Crush stated that, at this time, they are in the middle of the approval process. She delineated the changes that have taken place since the project was originally presented. They listened to the DRC comments and are now responding to them; after that, they go the Planning and Zoning Board and then to the City Commission for two readings. Vice Chair Goldberg confirmed they hope to receive approval in the next 120 days.

Ms. Crush said they are proposing some multi-modal transit improvements, such as additional bike racks, bikes, and an additional B-cycle station. They are discussing golf cart parking and a transit hub for the Sun Trolley.

Ms. Espinal spoke favorably about the project as an upgrade to the community and the Barrier Island.

Ms. Crush advised they have been getting strong reactions to the project from Sunrise Intracoastal. Changes have been made to the program, and there was some misinformation floating around at first. She said they plan to meet with Sunrise Intracoastal and address their remaining concerns, including the building heights.

Ms. Crush stated that the total number of units will be 1250, done in three phases of approximately 400 each. After each phase, they will assess the project. She said they are having discussions with the City and with FDOT about signal timing along Sunrise Boulevard to hopefully reduce any bottlenecks. If it does not help the issue, they will do a traffic analysis to see if there is any mitigation needed.

Ms. Espinal mentioned there is a lot of community discussion about views and “air space” with respect to tall buildings. She applauded the staggering of the building heights off Sunrise Boulevard.

Mr. Buckingham asked about the number of dedicated parking spaces for the 1250 units. Ms. Crush responded there are 6,000 total - one parking space is allotted per bedroom. There are now approximately 4,500 spaces, which is a 700-space surplus. She said she was advised that if they build parking spaces on a 1:1 ratio (parking space: bedroom), there will be enough to park the additional retail at the shopping mall rate.

Mr. Buckingham wondered how many construction-related jobs would be created by the project. Ms. Crush estimated 360 jobs. As far as new permanent jobs, Ms. Crush said there should be 1275 with the new development (direct and indirect). Once complete, Ms. Crush said the tax value is supposed to be \$485.6 million. She added they are also committed to \$19 million in transportation improvements in the City.

Mr. Denison recommended that Ms. Crush speak with Phil Purcell. Mr. Denison thought the new development would be great for boat-owners who are always looking for a condominium or apartment that has easy access to the Intracoastal.

Vice Chair Goldberg mentioned that they do not know what the future holds as far as traffic due to changing technologies and habits, but he thought the vehicular traffic would be less on Sunrise Boulevard.

Vice Chair Goldberg also advised promoting the regional benefits of the development. His only concern was the financial ability to finish the project. Ms. Crush responded that the mall is committed to its portion of the project, including traffic solutions for the present. The mall’s development partners include the well-respected Magellan (from Chicago).

Ms. Crush said that ideally the 3 phases would be done over a period of 7 to 10 years.

Mr. Neimark asked what prices the units would be selling for, and Ms. Crush said they will be market rate (such as units at Sunrise Harbor). She added each parking unit would have their own parking space(s).

Regarding the retail component of the mall, Ms. Crush said there will be two additional restaurants on the west side of Bayview, and in the base of each building will be neighborhood serving retail (dry cleaners, etc.).

Mr. Neimark sought clarification on the parking, and Ms. Crush said the surface parking lots on the south and the west will have garages on top and towers (to a certain extent) or facades that have residential. The ground-level parking will continue to serve patrons of the mall; the retail will wrap around the front and will not be deep.

Mr. Neimark wondered why Neiman-Marcus would not be changing their façade, and Ms. Crush replied they will have a tower above it.

It was noted that a billion dollars is going into this project.

**Motion** made by Mr. Buckingham, seconded by Mr. Neimark, that the Economic Development Advisory Board is supportive of the economic benefits that the project can produce and recommends its further review by the City.

Amendment made to include the language that the Board recommends approval. Mr. Buckingham rejected the amendment.

Amendment made by Ms. Espinal that they make it focus on attaching the Marine Institute. Mr. Buckingham rejected the amendment.

In a roll call vote, the motion failed (2-8-0), with Vice Chair Goldberg, Ms. Austin, Mr. Farmer, Mr. Denison, Mr. Costello, Mr. Hughes, Mr. Keechl, and Mr. Neimark opposing, and Chair Crush abstaining.

**Motion** duly made and seconded to copy the language of the previous motion and change the words "recommends it further review" to "recommends its approval."

Amendment made by Ms. Espinal that they do that only after the traffic study has been done. The amendment was rejected by the motion maker.

It was noted that the traffic study is being done and will be presented to the City Commission and to the Planning and Zoning Board. Ms. Crush advised that the study is with the City, and they do not have comments back yet from the second amended [unable to hear person speaking]. She said the City's consultant completed the updated plan and submitted it to the City.

Economic Development Advisory Board  
January 13, 2016

In a roll call vote, the **motion** carried (8-1-2) with Mr. Buckingham opposing, and Ms. Espinal and Chair Crush abstaining.

Items for the next agenda:

- The Broward County Linkage Fee
- An update from a representative from the marine industry.

Hearing no further business, the meeting was adjourned at 5:01 pm.

Attachments:

PowerPoint presentation on Galleria Live – Courtney Crush

[Minutes transcribed by Judy Rubin, Prototype, Inc.]